



TOEI ANIMATION

The return of SAILORMOON!

The International “relaunch” of SAILORMOON will take off from Italy.

FOR IMMEDIATE RELEASE:

Paris (January 25, 2010) - Toei Animation and Backstage ink a deal to re-launch the classic ‘anime’ SAILORMOON on the Italian market. The Italian agency will manage the exploitation of the following rights for Italy: TV, publishing, merchandising and theatrical release. The feasibility of this project also relies on a close collaboration with the original author of SAILORMOON, Mrs Naoko Takeuchi.

«We are very happy» commented Kanji Kazahaya, Directeur General, Toei Animation Europe, «to have Backstage as the licensing partner of SAILORMOON. It is one of the most important factor of success. We are certain that strategically Italy is the ideal country to initiate a global re-launch of the classic Japanese animated series, such as SAILORMOON. The Italian public has traditionally been passionate about ‘anime’».

Toei Animation confirms the trust given to the Italian agency, which is already in charge of managing other important Toei Animation properties such as *Dragon Ball*, *Saint Seiya* and *One Piece*.

In Japan, SAILORMOON has been a real cultural phenomenon but also one of the biggest success worldwide during the 90’s. With 5 seasons, a total of 200 episodes of 26 min. each, plus six feature films, SAILORMOON managed to conquer a wide public, mainly female, thanks to its uniqueness and a plot full of humor, actions and emotions.

«We are thrilled to manage SAILORMOON rights for the second time» said Gianpietro Peia, Backstage CEO. «We are very proud of the outcome of the delicate negotiation with the author and also of the trust gained by Toei Animation. SAILORMOON can rely on hundreds of passionate and excited fans so we are positive about obtaining good commercial results. Many Italian companies have already expressed their interest and they will be able to take advantage of a totally new and redesigned Style Guide».

Mediaset have already purchased the TV rights and they should air the first series in Autumn 2010.



TOEI ANIMATION

Credits:

Toei Animation Europe, SAS

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation (Jasdaq: 4816) ranks amongst the world's most prolific animation production studios. Toei Animation's operations include animation development and production, and worldwide marketing and program licensing. Founded in 2004, Toei Animation Europe, is in charge of the distribution and exploitation of Toei Animation's animated series in Europe, Africa and the Middle East. Among its most famous series: Captain Harlock, Dragon Ball, Saint Seiya, Sailor Moon, Digimon Adventure, One Piece,...

www.toei-animation.com

Backstage

Backstage is one of the first Italian independent agency that since 1991 has been active in the licensing business. It operates around different main fields: Entertainment (from Tv animated series to movies), Brand and Art licensing. Backstage works with the most renowned Italian companies building a relationship of mutual trust with Licensees and Licensors (Toei Animation, Marvel, Lucasfilm, Artestar, etc.). The mission of Backstage is to provide its commercial partners with a complete service while developing effective licensing campaigns. Backstage operates with the headquarter in Modena and one office in Milan.

Counting 15 employees divided in different departments, it guarantees a high level of service both to the Licensor and the Licensees through sales, communication, marketing and Brand Assurance activities. The wide choice of characters allows the development of diversified licensing plans, all customised to satisfy every single need of our partners.

www.backstagelicensing.com.

For further information:

Isabelle Favre

t. +33 175001552

i.favre@toei-anim.net

Lorenzo Varrà

t. +39 059 340700

lorenzo.varra@backstagelicensing.com